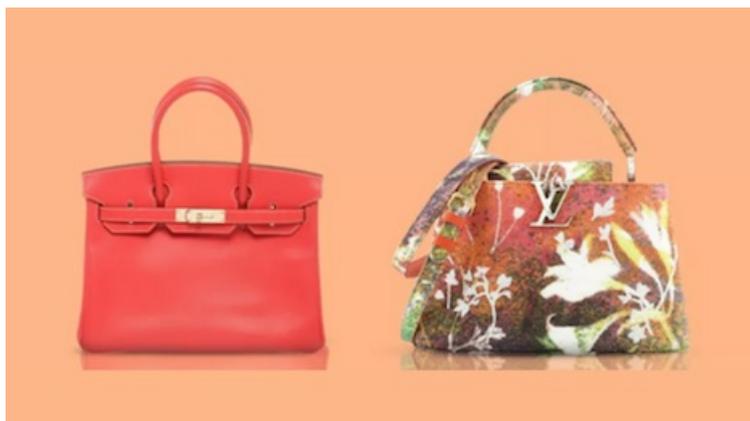RETAIL

EBay struts into 2022 Academy Awards, promotes authenticity, philanthropy

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Luxury has quite an immense presence on eBay, which the platform is bringing to this year's Oscars. Image credit: eBay

By LUXURY DAILY NEWS SERVICE

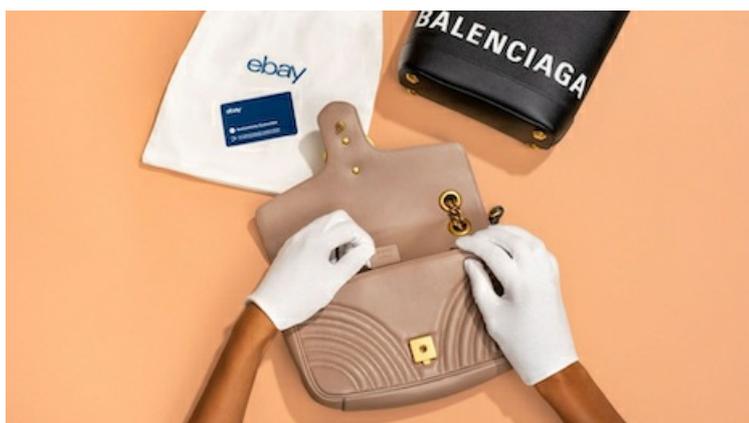Online retail platform eBay is making its presence known at Hollywood's biggest event of the year.

The platform is hosting several exciting events, including an activation that will support the American Red Cross in benefiting Ukraine. EBay will also be gifting VIPs various items from several coveted luxury brands.

Lights, camera, eBay

The platform is hosting the eBay Pre-Oscar Luxury Lounge and GBK Brand Bar at Beverly Hills Wilshire Hotel rose garden. Here, VIPs will be invited to a private retail activation and a personalized closet cleanout program.

All funds raised will support the American Red Cross to benefit Ukraine.

Regarding gift bags, eBay will be distributing various luxury items available on its platform, including products from Montblanc, Tag Heuer, Balenciaga, Bottega Veneta and more. All items have been authenticated through eBay's Authenticity Guarantee feature.

The luxury items in this year's gift bags have been cleared via eBay's authentication service. Image credit: eBay

Last June, eBay expanded its "Authenticity Guarantee" to luxury handbags, as its high-end categories continued to show growth.

As of last June 2, new and pre-owned handbags from 16 luxury brands sold for more than $500 are professionally authenticated. The program was initially launched in fall 2020 for luxury watches and sneakers (see story).

EBay has also reportedly pulled trend data from award shows of years past to spotlight increased searches or sales of luxury brands and styles that are available on the platform.